

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

receiving media comprising at least one object, and metadata, wherein the metadata is associated with the object and contains containing a description of the object, and metadata associated with a plurality of advertisements;

displaying the media and the object on a viewing device;

receiving a user selection of the object displayed on the viewing device;

processing metadata associated with the object selected by the user;

comparing the metadata associated with the object selected by the user with the metadata associated with the plurality of advertisements; and

selecting an advertisement related to the object from the plurality of advertisements based on the description contained in the metadata comparing.

2. (Previously Presented) The method of claim 1 further comprising displaying the selected advertisement on the viewing device.

3-5. (Cancelled)

6. (Currently Amended) The method of claim 1 wherein the metadata associated with the object and the metadata associated with the plurality of advertisements [[is]] are received on a broadcast channel on which the media is also received.

7. (Currently Amended) The method of claim 1 wherein the metadata associated with the object and the metadata associated with the plurality of advertisements [[is]] are received on a separate broadcast channel from the media.

8. (Currently Amended) The method of claim 1 further comprising storing the metadata associated with the object and the metadata associated with the plurality of advertisements.

9. (Currently Amended) The method of claim 8 wherein the metadata associated with the object and the metadata associated with the plurality of advertisements [[is]] are stored on a single storage device.

10. (Currently Amended) The method of claim 8 wherein the metadata associated with the object and the metadata associated with the plurality of advertisements [[is]] are stored on a plurality of storage devices.

11. (Previously Presented) The method of claim 1 further comprising receiving the selected advertisement.

12. (Previously Presented) The method of claim 11 wherein the selected advertisement is received within the media.

13. (Previously Presented) The method of claim 11 wherein the selected advertisement is received on a broadcast channel on which the media is also received.

14. (Previously Presented) The method of claim 11 wherein the selected advertisement is received on a separate broadcast channel from the media.

15. (Previously Presented) The method of claim 1 further comprising storing the selected advertisement.

16. (Previously Presented) The method of claim 15 wherein the selected advertisement is stored on a single storage device.

17. (Previously Presented) The method of claim 15 wherein the selected advertisement is stored on a plurality of storage devices.

18. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

receiving media, and metadata, ~~wherein the metadata is associated with the media and contains~~ containing a description of the media, ~~and metadata~~ associated with a plurality of advertisements;

processing the metadata;

comparing the metadata associated with the media with the metadata associated with the plurality of advertisements;

selecting an advertisement related to the media from the plurality of advertisements based on the description contained in the metadata comparing; and
displaying the selected advertisement.

19. (Cancelled)

20. (Currently Amended) The method of claim 18 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements [[is]] are received on a broadcast channel on which the media is also received.

21. (Currently Amended) The method of claim 18 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements [[is]] are received on a separate broadcast channel from the media.

22. (Currently Amended) The method of claim 18 further comprising storing the metadata associated with the media and the metadata associated with the plurality of advertisements.

23. (Currently Amended) The method of claim 22 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements [[is]] are stored on a single storage device.

24. (Currently Amended) The method of claim 22 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements [[is]] are stored on a plurality of storage devices.

25. (Previously Presented) The method of claim 18 further comprising receiving the selected advertisement.

26. (Previously Presented) The method of claim 25 wherein the selected advertisement is received within the media.

27. (Previously Presented) The method of claim 25 wherein the selected advertisement is received on a broadcast channel on which the media is also received.

28. (Currently Amended) The method of claim 25 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements [[is]] are received on a separate broadcast channel from the media.

29. (Previously Presented) The method of claim 18 further comprising storing the selected advertisement.

30. (Previously Presented) The method of claim 29 wherein the selected advertisement is stored on a single storage device.

31. (Previously Presented) The method of claim 29 wherein the selected advertisement is stored on a plurality of storage devices.

32. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

~~receiving media, and metadata, wherein the metadata is associated with the media and contains containing a description of the media, and metadata associated with a plurality of advertisements;~~

~~processing the metadata;~~

~~comparing the metadata associated with the media with the metadata associated with the plurality of advertisements;~~

~~selecting an advertisement related to the media from the plurality of advertisements based on the description contained in the metadata comparing;~~

~~downloading the selected advertisement based on the metadata; and~~

~~displaying the selected advertisement.~~

33. (Currently Amended) The method of claim 32 wherein the metadata associated with the media and the metadata associated with the plurality of advertisements further contains contain a source address.

34. (Original) The method of claim 33 wherein the source address is a Uniform Resource Locator.

35. (Original) The method of claim 33 wherein the source address is a telephone number.

36. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, comprising:

receiving media, and metadata, wherein the metadata is associated with the media and contains containing a description of the media, and metadata associated with a plurality of advertisements;

processing the metadata;

comparing the metadata associated with the media with the metadata associated with the plurality of advertisements;

selecting an advertisement related to the media from the plurality of advertisements based on the description contained in the metadata comparing;

monitoring the selected advertisement;

collecting data on the selected advertisement; and

recording the data.

37. (Currently Amended) A system for providing metadata-selected advertisements comprising:

a receiver that receives media containing at least one object, and metadata, wherein the metadata is associated with the object and contains containing a description of the object, and metadata associated with a plurality of advertisements;

a viewing device that displays the media and the object;

a user input device that receives a user selection of the object displayed on the viewing device; and

a processor operative to: process the metadata associated with the object selected by the user; compare the metadata associated with the object selected by the user with the metadata associated with the plurality of advertisements; select an advertisement related to the object from the plurality of advertisements based on the description contained in the metadata comparing; and display the selected advertisement on the viewing device.

38. (Cancelled)

39. (Cancelled)

40. (Currently Amended) The system of claim 37 wherein the receiver receives the metadata associated with the object and the metadata associated with the plurality of advertisements on a broadcast channel on which the receiver also receives the media.

41. (Currently Amended) The system of claim 37 wherein the receiver receives the metadata associated with the object and the metadata associated with the plurality of advertisements on a different broadcast channel from the media.

42. (Currently Amended) The system of claim 37 further comprising a storage unit that stores metadata associated with the object and the metadata associated with the plurality of advertisements.

43. (Currently Amended) A system for providing metadata-selected advertisements comprising:

a viewing device;
 a receiver that receives media, and
 metadata, ~~wherein the metadata is associated with the media~~ and ~~contains containing~~ a description of the media, and
~~metadata associated with a plurality of advertisements~~; and
 a processor operative to: process the
 metadata associated with the media; compare the metadata
associated with the media with the metadata associated with
the plurality of advertisements; select an advertisement
 related to the media from the plurality of advertisements
 based on the ~~description contained in the metadata~~
 comparing; and display the selected advertisement on the
 viewing device.

44. (Cancelled)

45. (Currently Amended) The system of claim 43
 wherein the receiver receives the metadata associated with
the media and the metadata associated with the plurality of
advertisements on a broadcast channel on which the receiver
 receives the media.

46. (Currently Amended) The system of claim 43
 wherein the receiver receives metadata associated with the
media and the metadata associated with the plurality of
advertisements on a different broadcast channel from the
 media.

47. (Currently Amended) The system of claim 43
 further comprising a storage unit that stores the metadata
 associated with the media and the metadata associated with
the plurality of advertisements.

48. (Currently Amended) A system for providing metadata-selected advertisements comprising:

 a viewing device;

 a receiver that receives media, and

~~metadata, wherein the metadata is associated with the media and contains containing a description of the media, and metadata associated with a plurality of advertisements; and~~

 a processor operative to: process the metadata associated with the media; compare the metadata associated with the media with the metadata associated with the plurality of advertisements; select an advertisement related to the media from the plurality of advertisements based on the ~~description contained in the metadata comparing~~; download the selected advertisement based on the metadata; and display the selected advertisement on the viewing device.

49. (Cancelled)

50. (Currently Amended) The system of claim 48 wherein the receiver receives the metadata associated with the media and the metadata associated with the plurality of advertisements on a broadcast channel on which the receiver also receives the media.

51. (Currently Amended) The system of claim 48 wherein the receiver receives metadata associated with the media and the metadata associated with the plurality of advertisements on a different broadcast channel from the media.

52. (Currently Amended) The system of claim 48 further comprising a storage unit that stores the metadata associated with the media and the metadata associated with the plurality of advertisements.

53. (Currently Amended) A system for providing metadata-selected advertisements comprising:

 a receiver that receives media, and metadata, ~~wherein the metadata is associated with the media and contains~~ containing a description of the media, and metadata associated with a plurality of advertisements; and

 a storage device; and

 a processor operative to: process the metadata associated with the media; compare the metadata associated with the media with the metadata associated with the plurality of advertisements; select an advertisement related to the media from the plurality of advertisements based on the ~~descrip~~ ~~tion contained in the metadata~~ comparing; collect data relating to the selected advertisement; and record the collected data on the storage device.